



OPERATION PET IDENTIFICATION

Licensing Program for the Dogs and Cats
of Springfield Missouri



THE GOAL

To reduce in-take and euthanasia of dogs and cats by raising return-to-owner rate for lost animals and providing spay/neuter assistance

CALCULATING PET POPULATION

- National Council on Pet Population Study & Policy
- Estimates for dogs:
- # of persons within community/2.67=# of households
- # of households x 0.361 (% of dog owners)=total dog owning households
- # of dog owning households x 1.6 (mean #/household)=dogs
- For Springfield this equals:
- 159,498 population, 59,737 households, 21,565 dog owning households, **34,504 dogs**



CALCULATING PET POPULATION

- National Council on Pet Population Study & Policy
- Estimates for cats:
- # of persons within community/2.67=# of households
- # of households x 0.316 (% of cat owners)=total cat owning households
- # of cat owning households x 2.1 (mean #/household)=cats
- For Springfield this equals:
- 159,498 population, 59,737 households, 18,877 cat owning households, **39,641 cats**



PETDATA

The largest animal licensing organization in the US

- 92% of PetData's contracts have been renewed
- On average, use of PetData services increases licensing compliance by 42% after hiring PetData
- PetData has processed > 5 million animal licenses since the start of the business



PETDATA SERVICES

- Manage daily operation of animal licensing
- Provide veterinarians with supplies necessary to sell tags
- Track monthly vaccination and/or sales reports from each sales distribution point
- Enter new and renewal license into database
- Process and mail license tags
- Mail renewal and reminder notices
- Provide client with monthly report of animals licensed
- Provide online license tag lookup for the public so animals can get home without the involvement of AC



PetData

Cost to run the
program:

- \$1,000 one time start up fee
- \$3.90 for each license sold



LICENSING FEES

Dogs	Annual Licensing Fee	Three year Licensing	Senior Discount 55+
Intact	\$30.00	NA	NA
Spay/Neuter	\$10.00	\$25.00	\$8.00/\$24.00

Cats	Annual Licensing Fee	Three year Licensing	Senior Discount 55+
Intact	\$24.00	NA	NA
Spay/Neuter	\$8.00	\$20.00	\$6.00/\$18.00

Note: No proof of spay/neuter required



REALISTIC INCOME FROM LICENSING INCOME AFTER ADMINISTRATIVE COSTS

Compliance Rate	20%	25%	30%
dogs intact \$26.10	\$ 54,027.00	\$ 67,547.00	\$ 81,041.00
dogs s/n \$6.10	\$ 29,463.00	\$ 36,832.00	\$ 44,201.00
cats intact \$20.10	\$ 31,879.00	\$ 39,838.00	\$ 47,798.00
cats s/n \$4.10	\$ 26,006.00	\$ 32,505.00	\$ 39,007.00
TOTAL	\$ 141,375.00	\$ 176,722.00	\$ 212,047.00

Based on 70% s/n rate for dogs and 80% rate for cats using formulated # of cats and dogs on previous slide

34504 dogs*.70 s/n=24,153*20%compliance=4,830*\$6.10=\$29,463

ACCESSIBILITY OF LICENSING

- Vet offices (may tack on surcharge)
- On-line (PetData charges a convenience fee of \$1.95/transaction)
- By mail



PENALTY FREE CARD FOR FAILURE TO LICENSE/RENEW

Occasionally have a
“penalty free” day to
license /renew





BENEFITS OF PET IDENTIFICATION

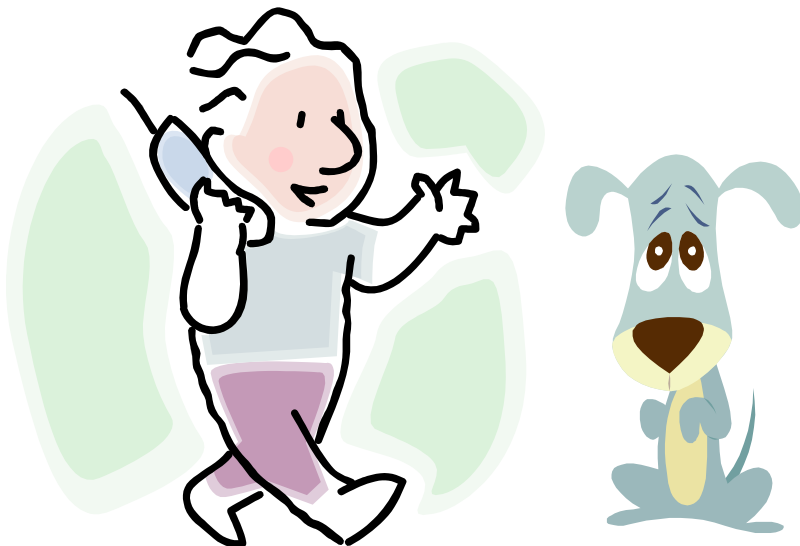
Provides one free ride home, if licensed pet is running loose and picked up by animal control

- savings of \$30 in-take fee if reclaimed first day
- pet is not exposed to other animals at the shelter
- saves the owner travel time to the shelter
- owner receives written warning instead of ticket to municipal court



BENEFITS CONTINUED...

- Anyone finding your lost pet can contact PetData and get the information needed to contact the animal owner to get the pet home even before it is picked up by animal control, in turn saving the city resources



BENEFITS CONTINUED....

- Pet owners who ID their pet with the city receive a pet identification reward card entitling them to discounts at local merchants, enabling them to recoup more than the initial investment of ID



The Stick Approach

- Rely upon the threat of fines or penalties to drive compliance
- Tell pet owners to licenses because “it’s the law”
- Set up an adversarial relationship between department and pet owners
- Require rigorous verification based processes for pet owners
- Require paper documentation of rabies and spay/neuter status of pets
- Require large investments in enforcement staff to be effective
- Struggle to reach 50% compliance rates even with enforcement staff



THE CARROT APPROACH



- Rely upon voluntary compliance driven by incentives
- Tell pet owners about the value and benefits of licensing for them and their pet
- Set up a constructive relationship between department and pet owners
- Make the process as fast and easy as possible for pet owners
- Allow self certification of rabies and S/N status (with random checks and fraud penalties)
- Require investments in outreach and promotion to be effective
- Only approach ever demonstrated to hit 90%+ compliance



Where will the money go?



\$25,000 annually will go to fund **1000** surgeries for Community cats as part of an on-going TNR program



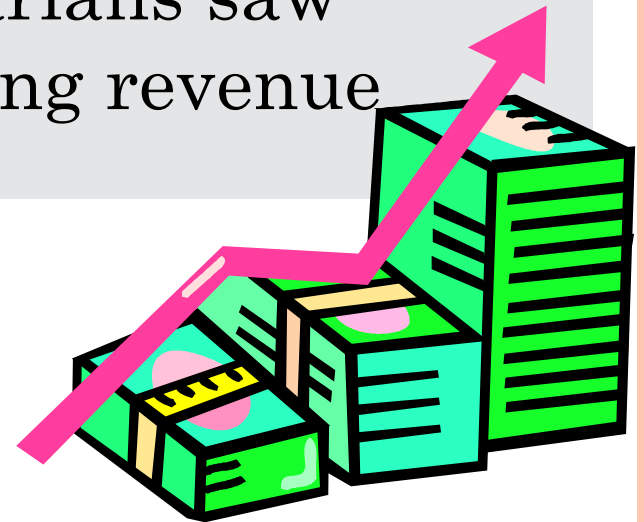
Pay for all spay/neuter surgeries performed by SAAF for animals pulled by rescue
(adoption fees will pay for surgeries performed on animals adopted by the public)

Income channeled back to animal control to pay for community outreach, animal health/reduce the burden
On general revenue. As the % of licensing compliance increases,
Our dependence on general revenue decreases



Ordinance Change Requiring Vets to Report Rabies Vaccine Given To Dogs and Cats Living In Springfield

- Jurisdictions with existing licensing programs saw a 42% jump in the number of licenses issued after hiring PetData
- Those clients collecting rabies vaccination data from local veterinarians saw a 72% increase in licensing revenue



Add Definition to Code regarding
“Owned Cats”

Owned Cats- Any cat spending a
portion of its time inside an
occupied dwelling



Community Cats are unowned cats even though people may
Provide them with food, water and shelter (not an occupied dwelling)
Much like they do for birds



ORDINANCE CHANGES TO ENACT LICENSING PROGRAM



Remove pet limits

Rationale: It is not the number of pets causing nuisance issues, but the irresponsible pet owner

Owner with one dog chained up in backyard 24/7, unsocialized, barks, gets loose, odors in the yard

Owner with 5 small dogs that only go outside for potty breaks and walks

Who creates the biggest problem?

Pet limits sharply reduce licensing compliance



Compliance rates will be very low without making the following changes with the addition of pet licensing...

- Mandatory rabies vaccination reporting
- Change definition of “owned” cats
- Remove pet limits

Licensing subcommittee only
recommends licensing program with
these changes to the ordinance

